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INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESIS (ES)

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

LIMITATIONS

SCOPE FOR FURTHER RESEARCH

REFERENCES

APPENDIX/ANNEXURE

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CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

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A STUDY ON SUBJECTIVE WELL-BEING AND OCCUPATIONAL STRESS AMONG THE EMPLOYEES IN IT INDUSTRY WITH REFERENCE TO COIMBATORE

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ABSTRACT
The Indian IT industry is one of the major service sector which is also known as a stressful sector. Most of the IT professionals are facing occupational stress because of lengthy working hours, night shift and continuous visual focus on monitor. This occupational stress will affect subjective well being of an IT professional. The present study is to measure the relationship between occupational stress and subjective well being among IT professionals in various companies in Coimbatore. A sample of 150 employees has been collected from IT professionals in Coimbatore region.

KEYWORDS
HRM, IT employees, occupational stress.

JEL CODES
J22, J81.

INTRODUCTION

Information Technology refers to the digital processing, storage and communication of information of all kinds. Therefore, IT can potentially be used in every sector of the economy. Information Technology has made possible information access at gigabit speeds. It has made tremendous impact on the lives of millions of people who are poor, marginalized and living in rural and far flung topographies. Internet has made revolutionary changes with possibilities of e-government measures like e-health, e-education, e-agriculture, etc. Today, whether its filing Income Tax returns or applying for passports online or railway e-ticketing, it just need few clicks of the mouse. India's IT potential is on a steady march towards global competitiveness, improving defense capabilities and meeting up energy and environmental challenges amongst others.

The industry has been the recipient of fiscal support by successive governments at a national and regional level, including financial subsidies, favourable tax treatment and resource allocation such as land, water and electricity. In the eyes of many industrialists and policymakers, this ongoing support is justified by the role of the IT industry in India's transition to rapid economic growth through economic liberalisation. In contrast, many critics question the contribution of the industry to economic development by emphasising the small proportion of workers who work within IT firms or who rely on industry output to generate their livelihoods.

According to the National Association of Software and Services Companies (NASSCOM), India's peak industry body, IT services exports are crucial to India's overall development. NASSCOM characterises the industry as 'IT-BPO', which includes software services (export and domestic), software products, hardware production and ITES/BPO. ITES/BPO refers to back-office jobs such as accounting, book-keeping, auditing and other tasks that can easily be outsourced to helpdesks or call centres. While total revenue for the industry in 2010/11 was an estimated US$88.1 billion, software services exports constitute by far the largest and fastest growing sector (NASSCOM 2011). A survey of over 6,000 IT firms sponsored by the Reserve Bank of India concluded that 77 per cent of export earnings came from 'computer services' and 23 per cent from 'ITES/BPO' firms (RBI 2009: 1519). NASSCOM claims that employment in the IT industry grew by eight times between 2000 and 2009, reaching about 2.2 million. It has also claimed that the industry has generated indirect employment for around 8 million people (Government of India 2007, 2010; NASSCOM 2010). As well as employment creation, arguments have been made which situate information and communications technology as necessary for broader development goals such as poverty alleviation, the empowerment of disadvantaged communities and infrastructure creation (Dutta 2007). According to NASSCOM IT-ITeS sector in India, with the main focus on increasing technology adoption, and developing new delivery platforms, has aggregated revenues of USD 88.1 billion in FY2011, while generating direct employment for over 2.5 million people. Out of 88.1 billion, export revenues (including Hardware) has reached USD 59.4 billion in FY2011 while domestic revenues (including Hardware) of about USD 28.8 billion.

PROBLEM STATEMENT

Stress is a normal part of life. In small quantities of stress is good. If can motivate and help to be more productive. However too much of stress can actually harming mind and body. The software employees want to overcome the occupational stress factors and this could be succeeding by understanding the impact of stress. Occupational stress can influence an individual's well being both in terms of physical and psychological. This study tries to find the relationship between the subjective well being and occupational stress and it also investigates whether the occupational stress is having influence on a person's subjective well being both in professional and personal life.

LITERATURE REVIEW

Taylor (2011), suggests that SWB is influenced by a range of choices that not all people in society are able to make. Having SWB on large surveys will allow us to test the opportunity of people to obtain higher SWB and the important objective circumstances that allow people to have higher SWB.

Olagunju (2010), pointed out that stress is a manifest of both male and female individuals to defiling basic needs of life in an environment of competing needs. This implies that work related stress tends to have deleterious effects on workers attitude to work as well as their condition of health.

Marzuki & **Ishak (2011),** concluded in their research that occupational stress at work and individual health and well-being appear to be closely intertwined. Whereas an acceptable work stress can bring good things to an organization, it also hurts health and well-being especially when it lingers on, when passivity and withdrawal dominate the way people cope with stress, and when socio-emotional and relationship issues are at stake causing depleting individual and organiza-tional performance.

Sun & Chiou (2011), explored the determinants of work performance. For this purpose, the target population was aviation ground crews working in Taoyuan International Airport, Taiwan. The result exhibited that occupational stress had a negative impact on work performance, and the coping strategies were the mediator survivals between occupational stress and work performance.

Negeliskii & Lautert (2011), evaluated the relationship between occupational stress and the work capacity index of 368 nurses (82.1% of the population) of a Hospital Group. Results revealed that Occupational stress was present in 23.6% of the nurses, of these 15.2% presented High Strain work and 8.4% Passive Work. Social Support exercised a significant positive influence on all groups - exposed or not to occupational stress.

Van Hoorn (2007), reported that wellbeing measures can be classified into two broad categories: objective and subjective measures. People's wellbeing is assessed indirectly using cardinal measures. On the other hand, subjective measures of wellbeing capture people's feelings or real experience in a direct way, assessing wellbeing through ordinal measures.

Ortega et al. (2007), point out that police officers work in a unique environment, subjecting themselves to potentially traumatic events in conditions that impact their emotional and physical well-being. Therefore, additional stressors in the police environment such as the imbalance or unavailability of the resources needed to meet the necessity of addressing sources of stress can engender further stress for police officers.

SIGNIFICANCE OF THE STUDY

Subjective well being and occupational stress have long been worry for employees and employers, and it has been deliberate among varied professional groups. In the available literature, the work of IT is portrayed as challenging and intrinsically stressful, even a high degree of stress may be measured a part of their job. This study is significant because of the insights and contributions it provides for the IT managers to better understand the stressors inherent in the functions of their workforce through the antecedents including age, gender, marital status, educational qualification, experience, monthly income, and number of dependents. Furthermore, this study develops an understanding of subjective well being and its relationship with occupational stress. IT management can utilize the research findings to formulate suitable strategies to address the stress related problems of their employees.

RESEARCH OBJECTIVES

1. To describe the relationship between occupational stress and subjective well being among the employees of IT Industry.
2. To analyze and ascertain the effects of various demographic variables viz, age, educational qualification, monthly income on the subjective well being and occupational stress of IT employees.

DATA COLLECTION

- **Primary data:** The primary source of the study includes the opinion of 150 respondents which was collected through administering the structured question-naires.
- **Secondary data:** The secondary sources were collected from journals, websites, and books.

ANALYSIS AND INTERPRETATION

CORRELATION ANALYSIS

Correlation is an analysis of co-variance between two or more variables. If change in one variable affects a change in the other variable, the variables are said to be correlated.

TABLE 1: CORRELATIONS

		SWSCORE	OSSCORE
SWSCORE	Pearson Correlation	1	-.147
	Sig. (2-tailed)		.073
	N	149	149
OSSCORE	Pearson Correlation	-.147	1
	Sig. (2-tailed)	.073	
	N	149	149

**. Correlation is significant at the 0.01 level (2-tailed).

INTERPRETATION

The values of the Pearson Correlation range from -1 to +1 with negative numbers representing a negative correlation (as one variable increases, the other variable decreases) since the Sig value is.000 (which is less than.05), there is a significant correlation between subjective well being and occupational stress. The result showed a negative correlation between subjective well being and occupational stress. Since the Pearson Correlation value is -.147 and it is significant, we can say that the data support the hypothesis. The significant Spearman correlation coefficient value of -.147 confirms to be a negative correlation between the two variables of subjective well being and occupational stress. When occupational stress increases the subjective well being of an individual is decreasing and when the occupational stress decreases the subjective well being is increasing.

REGRESSION ANALYSIS

Regression analysis a statistical technique used to estimate one variable from another.

TABLE 2: MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.309ᵃ	.226	.195	8.140

a. Predictors: (Constant), OSSCORE

The coefficient of determination is 0.226;

TABLE 3: ANOVAᵇ

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	215.977	1	215.977	13.259	.000ᵃ
	Residual	9740.990	147	66.265		
	Total	9956.966	148			

a. Predictors: (Constant), OSSCORE
b. Dependent Variable: SWSCORE

TABLE 4: COEFFICIENTSᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	88.851	4.102		21.659	.000
	OSSCORE	-.166	.092	-.309	-3.805	.003

a. Dependent Variable: SWSCORE

Hypotheses

H_0 = (occupational stress is not a useful predictor of subjective well being.)

H_a= (occupational stress is a useful predictor of subjective well being.)

INTERPRETATION

F = 13.259, and p-value = 0.000 Since p-value = 0.000 ≤ 0.05, the null hypothesis is rejected

At the α = 0.05 level of significance, there exists enough evidence to conclude that the slope of the population regression line is not zero and, hence, that occupational stress is a useful predictor of subjective well being of an individual.

Objective 2: To analyze and ascertain the effects of various demographic variables viz, age, educational qualification, monthly income on the subjective well being and occupational stress of IT employees.

CHI-SQUARE ANALYSIS

A chi-square test is a statistical test commonly used for testing independence and goodness of fit. Testing independence determines whether two or more observations across two populations are dependent on each other (that is, whether one variable helps to estimate the other). Testing for goodness of fit determines if an observed frequency distribution matches a theoretical frequency distribution. In both cases the equation to calculate the chi-square statistic is

$$x^2 = \frac{\sum (O - E)^2}{E}$$

Where, O refers the observed frequency and E the expected frequency. The results of a chi-square test, along with the degrees of freedom, are used with a previously calculated table of chi-square distributions to find a p-value. The p-value can then be used to determine the significance of the test.

SUBJECTIVE WELL-BEING

TABLE 5: RELATIONSHIP BETWEEN AGE AND SUBJECTIVE WELL BEING

	Value	p-value	Significant level
Pearson Chi-Square	96.043[a]	.004	S
Likelihood Ratio	72.720	.166	
Linear-by-Linear Association	.672	.412	
N of Valid Cases	149		
S-Significant @ 5% level			

Null hypothesis: there is no association between age and subjective well being.

Alternative hypothesis: there is an association between age and subjective well being.

INTERPRETATION

From the table Pearson Chi-Square value is, x^2 = 96.043, and p < 0.004 so the null hypothesis is rejected. It is found from the table that there is an association between age and subjective well being so the alternative hypothesis is accepted.

TABLE 6: RELATIONSHIP BETWEEN EDUCATION AND SUBJECTIVE WELL BEING

	Value	p-value	Significant level
Pearson Chi-Square	96.043[a]	.004	S
Likelihood Ratio	72.720	.166	
Linear-by-Linear Association	.672	.412	
N of Valid Cases	149		

S-Significant @ 5% level

Null hypothesis: there is no association between education and subjective well being.

Alternative hypothesis: there is an association between education and subjective well being.

INTERPRETATION

From the table Pearson Chi-Square value is, x^2 = 96.043, and p < 0.004 so the null hypothesis is rejected. It is found from the table that there is an association between education and subjective well being so the alternative hypothesis is accepted.

TABLE 7: RELATIONSHIP BETWEEN MONTHLY INCOME AND SUBJECTIVE WELL BEING

	Value	p-value	Significant level
Pearson Chi-Square	1.5852	.000	S
Likelihood Ratio	174.784	.000	
Linear-by-Linear Association	15.838	.000	
N of Valid Cases	149		

S-Significant @ 5% level

Null hypothesis: there is no association between income and subjective well being.

Alternative hypothesis: there is an association between income and subjective well being

INTERPRETATION

From the above table the Pearson Chi-Square value is, x^2 = 1.585, and p < 0.000 so the null hypothesis is rejected and the alternative hypothesis is accepted. It is found from the table that there is an association between monthly income and subjective well being.

TABLE 8: RELATIONSHIP BETWEEN AGE AND OCCUPATIONAL STRESS

	Value	p-value	Significant Level
Pearson Chi-Square	1.3332[a]	.001	S
Likelihood Ratio	119.994	.011	
Linear-by-Linear Association	.348	.555	
N of Valid Cases	149		

S-Significant @ 5% level

Null hypothesis: there is no association between age and occupational stress.

Alternative hypothesis: there is an association between age and occupational stress.

INTERPRETATION

From the table Pearson Chi-Square value is, x^2 = 1.332, and p < 0.001 so the null hypothesis is rejected. It is found from the table that there is an association between age and occupational stress so the alternative hypothesis is accepted.

TABLE 9: RELATIONSHIP BETWEEN EDUCATION AND OCCUPATIONAL STRESS

	Value	p-value	Significant level
Pearson Chi-Square	1.162[a]	.000	S
Likelihood Ratio	86.893	.008	
Linear-by-Linear Association	3.541	.060	
N of Valid Cases	149		

S-Significant @ 5% level

Null hypothesis: there is no association between education and occupational stress.

Alternative hypothesis: there is an association between education and occupational stress.

INTERPRETATION

From the table the Pearson Chi-Square statistic, x^2= 1.162, and p < 0.000, so the null hypothesis is rejected. There is an association between education and occupational stress so the alternative hypothesis is accepted.

TABLE 10: RELATIONSHIP BETWEEN MONTHLY INCOME AND OCCUPATIONAL STRESS

	Value	p-value	Significant level
Pearson Chi-Square	1.5162[a]	.000	S
Likelihood Ratio	158.058	.000	
Linear-by-Linear Association	.160	.690	
N of Valid Cases	149		

S-Significant @ 5% level

Null hypothesis: there is no association between income and occupational stress.

Alternative hypothesis: there is an association between income and occupational stress.

INTERPRETATION

From the table the Pearson Chi-Square value, x^2= 1.5162, and p < 0.000, so the null hypothesis is rejected. There is an association between monthly income and occupational stress so the alternative hypothesis is accepted.

CONCLUSION

The problem of stress is inevitable and unavoidable in the IT sector. The study found that female employees and married employees are more stressed than others. The result also shows that there is a significant relationship with subjective well being and occupational stress. The findings of the present study reveals that all the measures of stress share its variance with well being negatively, which means increase in occupational stress decreases the subjective well being of the respondents. The findings of the study is supported by the earlier study conducted by Landsbergis (1998); Terry et al (1993); Jick and Payne (1980); Prince et al (2005) and Dua (1994), they reported that respondents with high level of stress show lower level of well-being. IT employees have problems mostly due to excess of work pressure and work life imbalance. The organization should support and encourage to take up roles that help them to balance work and family.

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ABSTRACT

Banks and financial institutions are very important tool for financial sector which are closely related with economic development. Without a sound and effective banking system, no country can run a healthy business. In today's scenario every person wants loan for different needs. To this end, various banks and financial institutions provides many facilities to meet their needs. But it is not an easy process to take out a loan from banks/ financial institutions. Because when banks/ financial institutions provide loans, they check the creditworthiness and credit repayment capacity of the loanee's through Credit Information Bureau India Limited (CIBIL) score before granting the loan. In spite of, banks are facing Non-Performing Assets (NPAs) or distressed loans. NPAs affects the smooth functioning of banks as well as flow of credit and credit creation. This study focused on the functioning of CRB and CIBIL and examine the major components of credit appraisal and its process and impact of NPAs and on the J&K bank's performance. A Sample of 60 loanees and 18 banks were collected with the help of self-structured questionnaire.

KEYWORDS
Jammu & Kashmir Bank, CIBIL, CRB, NPA.

JEL CODES
G21, G33.

1. INTRODUCTION

A
n economic system is a region of production, distribution, commerce, and use of goods and services by various competitors. These are a series of processes that mainly affect culture, values, education, technical development, history, social organization, political-social organization and sound systems, as well as its geography, natural resource subsidizing and ecology. The economy system is a social use in relation to human practices and transactions. And, in each country, the banking system is in close proximity to the economy, which is the biggest challenge for them. The key job of a bank/financial institution is to accept deposits and loan money. Of course, the loan portfolio of banks is the largest asset and the largest source of receipts. Passed on the important contribution of loans to the fiscal health of banks through interest income, these assets are regarded the most significant assets of money boxes. Due to transactions with commercial banks and financial institutions, they are exposed to borrower default risks. The down payment is not risky because the banker is bound to refund the down payment when called for. On the other hand, lending is always associated with a high level of risk because there is no repayment security. Much of the revenue comes from deposits from the public. These sediments are normally repayable on request. Thus, a banker who lends money should follow a very cautious policy. The risk associated with the credit business makes it very important as important decisions are made. Thus, during the lending process, the banker should properly evaluate the project or not repays loans and forward motions. Most banks in India today are exposed to credit risk, with the division of the profit reserved for defaulting non-performing assets.

2. REVIEW OF LITERATURE

1) Bansal (2012) had examined in his study that quite often genuine borrowers face the difficulties in raising funds from banks due to mounting NPAs. Either the bank is reluctant in providing the requisite funds to the genuine borrowers or if the funds are provided, they come at a very high cost to compensate the lender's losses caused due to a high level of NPAs. While the gross NPA reflects the quality of the loans made by banks, net NPA shows the actual burden of banks. The banks have to take the initiative to reduce NPAs in a time-bound strategic approach. There has been a continuous reduction in the time period considered to declare a loan as non-performing. This move will certainly reduce the NPAs and in turn, improve the asset quality of the banks.

2) Poornima (2013) concluded in her study that the problem of NPAs has been a major issue for the banking industry. Reduction of NPAs in the banking sector should be regaled as a national priority item to get to the Indian Banking system more secure, vibrant and geared to meet the challenges of globalization which are the peak body for controlling levels of non-performing assets.

3) Bhattarai (2014) examined that the perception of the bankers working in Nepalese commercial banks shows that the lack of timely budget and low government expenditure have hampered the business environment and increased the non-performing loan of the commercial banks in Nepal. Hence, timely full budget and effective consumption of development budget may help to cut the non-performing loan of commercial banks of Nepal and overall improvement of the economic system. The study established that if the bank is government-owned the chances of having nonperforming loan increases. The commercial banks may lend more for farming inputs for the better carrying out of the agricultural sector, which may dilute the impact of poor monsoon and may aid to thin out the non-performing loan.

4) Cheruiyot et al. (2016) examined in their study that credit risk identification, credit scoring mechanism, and credit analysis and assessment are good predictors of the model consequently those three indicators used in credit risk management have responded positively to the financial operation of commercial banks in the townsfolk.

5) Chaudhary et al. (2017) reasoned that banks are the barometer of any economic system whether developed or growing. In today's scenario all over the worlds banks facing NPAs problems, which is a measure and serious issue of the world's economic system. Growth of NPAs affects the lending activity and profitability of the cants. Appearing at the immense size of the banking sector, there is a slight question that the NPA's threat will be slowed down. It is a major menace to the macroeconomic stability of the Indian economy. In conclusion, we can suppose that the carrying out of various restoration channels of NPAs in the Indian banking system is not acceptable. NPAs affect the development of the Indian economy.

6) Ukpong et al. (2018) established that credit appraisal was found to be really significant in influencing loan recovery. This is because it is the screening stage and those would be bad payers are sieved out and those anticipated to be good payers given their credit history and credit score are awarded. The other techniques were also deemed effective with the collection techniques having the most effect on loan retrieval.

3. OBJECTIVES OF THE STUDY
The present study is proposed to conduct with the following objectives:
a) To determine the knowledge of CRB and CIBIL Score in loanees.
b) To examine the components of credit appraisal and its process.
c) To evaluate the impact of Credit appraisal process on NPAs and on the J&K bank's performance.

4. RESEARCH METHODOLOGY
4.1 Need of the Study: This study reveals that the impact of Credit appraisal process on NPAs.
4.2 Study Design: Descriptive study design was used to fulfil the objectives.
4.3 Study Area: The study was conducted in J&K bank, Jammu.
4.4 Source of data: The primary data were collected using the survey method with the help of structured questionnaire. The secondary data was collected from various Research papers, internet, marketing journal, books, magazines and past thesis etc.
4.5 Sample Size: A sample of 60 loanees and 18 bank employees were collected.
4.6 Tools and Techniques: Data collected with the help of questionnaire is coded in the form of numbers such as 1, 2, and 3 and so on. In order to achieve the objectives of the study, percentage analysis was used.
4.7 Validity and Reliability: Various research paper and Expert's opinion was also corporate in every aspect of the study.
4.8 Sampling Design:
Convenient sampling technique is followed to select a sample of the district, bank branches, and loanees.
Stage I: A list of districts having Jammu and Kashmir Bank was prepared in consultation with officials of the bank posted at the head office located at Jammu town. From the list, a random sample of 2 districts was chosen.
Stage II: A list of bank branches in each of the selected district was prepared. Out of these lists, a random sample of 3 branches from each selected district was taken as the second stage of sampling.
Stage III: In each of the selected bank branch, a list of loanees was prepared in consultation with branch managers of the selected bank branches in the respective districts. Out of the lists, a random sample of 30 loanees (10 loanees from each selected branch) was chosen from each district thus making a total sample of 60 loanees.

5. ANALYSIS AND DISCUSSION
a) Credit Reference Bureau (CRB)
By definition, CRB is an agency that draws together the credit account of consumers so that the credit providers can reach informed decisions about awarding of loans. It allows banks to determine the creditworthiness of their borrowers - individuals, groups, and companies; and thus reduce the credit default risk. In this regard, CRB initially helps exchange information about bank failures. Secondly, the elimination of corrupt borrowers - those with the aim of adopting from various financial establishments in order to achieve bankruptcy; third, to provide commercial, professional credit references to possible foreign investors; and likewise to identify honest/credible borrowers based on known history and reference. CRB allows the interchange of credit data between financial institutions. The inter-change of credit data undoubtedly plays a crucial function in reducing information asymmetry between banks and borrowers. The primary advantage that CRB banks receive is that they obtain credit information on potential borrowers who facilitate the assessment of loan applications to reduce the danger of bad debt losses.

Along the side of the borrower, a good credit card is an incentive for the competitive pricing of credit facilities. In short, going along on credit information rewards and promotes good credit. In addition, loan participation allows for a decrease in borrowing costs as well as appropriate risk analysis and appraisal. The deficiency of credit information has in the past led banks to require a risk premium when pricing loans. However, credit information is not the only factor that contributes to high credit costs. There are other structural rigidities that contribute to these high borrowing costs.

b) Benefits of CRBs to creditors
CRB enables creditors to:
1. Identify the customer (ID verification)
2. Establish the present credit history of the customer (Credit Report)
3. Predict the future risk of default (Credit Scoring)
4. Manage and monitor the customer (Collection prioritization)

c) Credit Information Bureau India Limited (CIBIL) Score
A credit score plays an important role in credit and credit card approval. This is the first selection criterion used by banks and financial institutions to review your loan application. The CIBIL score gives lenders the ability to distinguish between those who have responsibly fulfilled their responsibilities and those who are in arrears with payments. People who have met their obligations build up "reputation security" with lenders. These reputation papers may, in turn, permit individuals to negotiate better terms with a loaner. The CIBIL score is a three-digit number between 300 and 900. If the loanee's closer score is to 900, it indicates their credit profile is strong.

d) Components of Credit Appraisal process
Credit analysis by a lender is used to limit the risk associated with making a loan. Irrespective of the type of financing needed, a bank or lending institution will be concerned in both your clientele and personal funds. 5 C's i.e. Capacity, Capital, Collateral, Character and Condition are basic factors of credit assessment or appraisal. It is a method by which a lender determines the creditworthiness of the potential borrower to reduce the risk of non-payment.

1) Capacity: The ability to repay is the most important of all 5 factors; It is the primary informant for the repayment of the loan. Banks or financial institutions estimate the creditworthiness taking into account the applicant's cash flow, the timing of the repayment and the likelihood of successful repayment of the loan. The assessment of existing personal or business credit relationships is an indicator of future payment performance. Other sources of income also provide the opportunity to service the loan.

2) Capital: Capital is the borrower who personally invests in their intended personal expenses and is an indicator of how much banks or financial institutions are at risk. The lender has always anticipated the potential borrower to prepare a contribution from his own assets and conduct a personal financial risk.

3) Collateral or guarantee: Although the personal loan is an unsecured loan, collateral or other personal guarantees or the preparation of checks at a later date is collateral for lending banks or financial establishments. This gives the lender comfort in case of non-repayment and can be considered as another source of repayment.

4) Character: Overall impression of lending banks / financial institutions on the prospectus. The lender will form a selective opinion as to whether a borrower is trustworthy or not to repay the loan or the repayment intention. Education, background, quality of references, banking habits, and housing status give an insight into the role. Approach to social media to attain insight into work experience and employment experience. Sentimental insight into the analysis of characters.

5) Condition: These describe the intent of the loan as well as the conditions under which the facility is approved. Purposes can be Working capital, purchase of additional equipment, inventory, or for long term investment. The lender considers various factors, such as macroeconomic conditions, currency positions, and industry, health before putting forth the conditions of the facility.

e) Credit Appraisal process

In this process firstly bank's check a loanee's creditworthiness with following factors i.e. income, age, repayment ability, work experience, present and former loans, nature of employment, monthly expenses, future liabilities, previous loan records, tax history, financing pattern and assets owned.

For this purpose, J&K bank follows RBI guidelines, which consist of *following stages*:

DIAGRAM 1

Receipt of application from recipi-

↓

Receipt of documents

↓

Pre-sanction visit by bank officers

↓

Check for RBI defaulters list, willful defaulters list, CIBIL data, etc.

↓

Title clearance reports to the properties to be obtained from advocates

↓

Valuation reports of the properties to be obtained from empaneled valuer/ engineer

↓

Preparation of financial

↓

Proposal preparation

↓

Assessment of proposal

↓

Sanction/ approval of the proposal by the appropriate sanctioning authority

↓

Documentations, agreements, mortgages

↓

Disbursement of loan

↓

Post-sanction activities such as receiving stock statements, review of accounts, etc.

f) What do banks broadly check?

1. CIBIL Score and Report: It is one most important factor that affects lender's credit approval. A good credit score/rating and report indicates that the lender's creditworthiness is positive.

2. Employment Status: Except for good credit rating/score, lenders also check for borrower's income and employment level.

3. Account details: Lenders scrutinize written off cases.

4. Payment History: Lenders check payment defaults or late payment cases, which could give a negative overview of borrower overall report.

5. EMI to Income Ratio: Banks also consider the proportion of borrower existing loans when compared to your salary at the time of loan application. Loanees chances of loan approval gets reduced if loanee's total EMI's exceed their monthly salary by 50%.

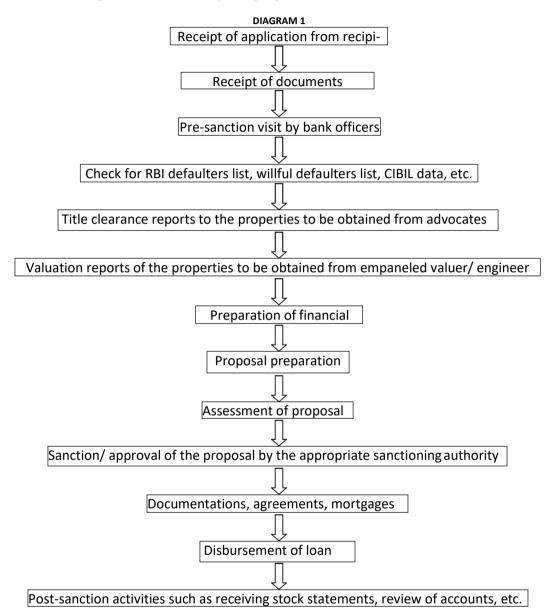**INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT** 7

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6. RESULTS AND DISCUSSION

TABLE 1: CHARACTERISTICS OF THE AGE GROUP 31-43 OF 22 LOANEES

Demographic Profile of the loanees			
Factors	**Categories**	**Number of Respondents (n=60)**	**Percentage**
Age (Years)	31-43	22	
Gender	Male	13	59.00
	Female	09	41.00
Marital Status	Married	16	72.70
	Unmarried	00	00.00
	Single	01	04.50
	Divorcee	04	18.30
	Widow	01	04.50
	Separated	00	00.00
Qualification	Illiterate	00	00.00
	Primary	00	00.00
	Secondary	01	04.50
	Graduate	01	41.00
	Post Graduate	10	45.50
	Others	02	09.00
Monthly Salary (Rs.)	20000-50000	09	41.00
	50001-80000	09	41.00
	80001-110000	02	09.00
	110001-140000	00	00.00
	Above 140001	02	09.00
Family Size	Nuclear	11	50.00
	Joint	11	50.00
Occupation	Business	09	41.00
	Farmer	00	00.00
	Student	00	00.00
	Government Employee	07	32.00
	Private Employee	06	27.00
	Others	00	00.00

Source: Field Survey, 2019

Table 1 provides the overall investigation of the sampled respondents. The sampled respondents comprise 59% loanees are male and 41% are female. So, there are highest percentage of male loanees. In marital status 72.7% loanees are married and 18.3% loanees are divorcee. From this data we analyse that, needs are increases after marriage. So, that people are taking loan. From qualification point of view, 86.5% loanees are graduate and post graduate and who are married. Average salary of maximum loanees (82%) are Rs. 50,000. In the above survey students and farmers have not taken any loan. The details are provided.

TABLE 2: LOANEES DEALING WITH J&K BANK

Sr. No.	Particulars (year)	Number of Respondents	Percentage
1.	Less than 1	10	16.67
2.	1-5	33	55.00
3.	5-10	11	18.33
4.	More than 10	6	10.00
	Total	**60**	**100.00**

Source: Field Survey, 2019

The table 2 illustrates that at J&K bank the majority of 33 (55%) loanees is dealing from 1-5 years followed by 11 (18.33%) from 5-10 years, 10 (16.67%) dealing less than 1 year and 6 (10%) dealing with bank for more than 10 years.

TABLE 3: TYPE OF LOAN FACILITY OF AVAILING BY LOANEES

Sr. No.	Type of loan	Number of Respondents	Percentage
1.	Personal loan	16	26.67
2.	Business loan	12	20.00
3.	Education loan	9	15.00
4.	Home loan	15	25.00
5.	Car loan	2	3.33
6.	Others	6	10.00
	Total	**60**	**100.00**

Source: Field Survey, 2019

Table 3 reveals that at J&K bank the majority of loanees avails the facility of personal loan that is 16 (26.67%) followed by home loan by 15 (25%), business loan by 12 (20%), education loan by 9 (15%), others by 6 (10%) and car loan by 2 (3.33%). This shows that majority of loanees availed the facility of personal loan.

TABLE 4: AMOUNT OF LOAN TAKING BY LOANEES

Sr. No.	Amount of loan (Rs. in lakh)	Number of Respondents	Percentage
1.	Less than 1	19	31.67
2.	1-5	26	43.33
3.	5-10	13	21.67
4.	More than 10	2	3.33
	Total	**60**	**100.00**

Source: Field Survey, 2019

Table 4 states that at J&K bank majority of loanees that is 26 (43.33%) have taken a loan of 1-5 lakh followed by 19 (31.67%) with less than 1 lakh, 13 (21.67%) with 5-10 lakh and 2 (3.33%) with more than Rs. 10 lakh. This shows that majority of loanees had taken a loan of Rs. 1-5 lakh.

TABLE 5: INTEREST RATE PREFERENCE OF LOANEES

Sr. No.	Interest Rate	Number of Respondents	Percentage
1.	Fixed-rate	54	90.00
2.	Floating rate	6	10.00
	Total	**60**	**100.00**

Source: Field Survey, 2019

Table 5 illustrates that the majority of loanees that is 54 (90%) prefer a fixed interest rate while 6 (10%) of them prefer floating interest rate of J&K bank.

TABLE 6: AWARENESS ABOUT CIBIL SCORE OF LOANEES

Sr. No.	Categories	Number of Respondents	Percentage
1.	Yes	21	35.00
2.	No	39	65.00
	Total	**60**	**100.00**

Source: Field Survey, 2019

Table 6 illustrates that the majority of loanees that is 39 (65%) are not aware of CIBIL score for granting loan whereas 21 (35%) are aware of CIBIL score for granting the loan.

TABLE 7: AWARENESS OF PRE-CLOSURE FORMS AND CONDITIONS

Sr. No.	Categories	Number of Respondents	Percentage
1.	Yes	18	30.00
2.	No	42	70.00
	Total	**60**	**100.00**

Source: Field Survey, 2019

Table 7 illustrates that the majority of loanees that is 42 (70%) are unaware whereas 18 (30%) are aware of pre-closure forms and conditions of the bank.

TABLE 8: PROCESSING TIME OF LOANS AFTER CIBIL SCORE

Sr. No.	Categories	Number of Respondents	Percentage
1.	Yes	18	100.00
2.	No	0	0
	Total	**18**	**100.00**

Source: Field Survey, 2019

Table 8 illustrates that all the bank employees that are 18 (100%) agree to decrease in the processing time of loans after the introduction of CIBIL score.

TABLE 9: AWARENESS OF NPAS AMONG BANK EMPLOYEES

Sr. No.	NPA	Number of Respondents	Percentage
1.	When an asset ceases to generate income for the bank	8	44.44
2.	If customers do not pay PA & interest in 90days	10	55.56
3.	If periodical income is generated for the lender of money	0	0
	Total	**18**	**100.00**

Source: Field Survey, 2019

Table 9 reveals that the majority of respondents that is 10 (55.67%) respond that NPA occurs if customers do not pay payment and interest in 90 days whereas 8 (44.44%) respond that NPA occurs when an asset ceases to generate income for the bank.

TABLE 10: PERCENTAGE OF NPA IN BANK

Sr. No.	Percentage of NPA	Number of Respondents	Percentage
1.	0-4%	7	38.89
2.	4-7%	11	61.11
3.	7-10%	0	0
4.	10% and above	0	0
	Total	**18**	**100.00**

Source: Field Survey, 2019

Table 10 illustrates that the majority of respondents that is 11 (61.11%) respond that the % of NPA in J&K bank is 4-7% whereas 7 (38.89%) respond to 0-4% of NPA in the concerned bank.

TABLE 11: CLASSIFICATION OF NPA

Sr. No.	Categories	Number of Respondents	Percentage
1.	Standard asset	3	16.66
2.	Sub-standard asset	11	61.11
3.	Doubtful asset	3	16.66
4.	Loss asset	1	5.57
	Total	**18**	**100.00**

Source: Field Survey, 2019

Table 11 reveals that the majority of bank employees that is 11 (61.11%) classify NPA as sub-standard asset followed by 3 (16.66%) that classify NPA as standard as well as doubtful asset and 1 (5.57%) that classify NPA as loss asset. This concludes that the majority of bank employees classify NPA as a sub-standard asset.

TABLE 12: REASON FOR ASSETS BECOMING NPA

Sr. No.	Reason	Number of Respondents	Percentage
1.	Managerial deficiencies during work	1	5.55
2.	Lack of knowledge of the area of handling	2	11.11
3.	Lack of timely actions	5	27.78
4.	Lack of adequate efforts for recovery	5	27.78
5.	Lack of proper verification of the genuine purpose of loans and advances	5	27.78
	Total	**18**	**100.00**

Source: Field Survey, 2019

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Table 12 states that majority of respondents that is 5 (27.78%) respond that reason behind asset for becoming NPA is lack of timely actions, adequate efforts for recovery and lack of proper verification whereas 2 (11.11%) respond to lack of knowledge of the area of handling for asset conversion into NPA and only 1 (5.55%) respond to managerial deficiencies behind conversion of asset into NPA.

CONCLUSION

All the objectives of the study are addressed through the analysis of the primary data and collected. The credit appraisal process has an impact on NPA and the bank's performance. It has been found that the reason behind asset becoming NPA is lack of timely actions, adequate efforts for recovery and lack of proper verification. This study examines and analyses the impact of CIBIL score on the processing time of loans. It has been found that the processing time of loans has decreased after the introduction of CIBIL score. Also, the turnover of loans and advances have increased after the introduction of CIBIL scores thereby decreasing the percentage of NPAs.

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A STUDY ON CUSTOMERS' POST PURCHASE OF BUYER BEHAVIOR TOWARDS RESIDENTIAL REAL ESTATE WITH SPECIAL REFERENCE TO GURUGRAM CITY

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ABSTRACT

This research is result of the examination conducted of Post-Purchase Behavior of Customers with reference to Gurugram City. The objectives behind the study are the factors influenced for residential property and customers' satisfaction on residential property. To accomplish this objective, 85 customers were taken as sample for this investigation. Convenient sampling is adopted to get the needed information. The study is a descriptive type. Questionnaire method was adopted to collect the data. Then the collected data were combined and evaluated by adopting statistical tools such as chi-square test, percentage analysis. Charts and tables are used for representation purpose.

KEYWORDS
residential property, customer satisfaction, post-purchase behavior.

JEL CODES
L85, M30.

1. INTRODUCTION
Post Purchase behavior means to that behavior revealed after the buy decision. The objective of customer's decision framework reclines in consumption and consumption happen during the post-purchase stage. In this way purchases are just 'means to an end' the end being the accomplishment of advantages from using the service and consuming the product. As per marketers' point of view, long term achievement flows from having customers experience satisfaction during the post-purchase stage. The post-purchase processes represent for two significant exercises, disposition and consumption. Selling, saving and Trashing the product are the three significant choice of product disposition. There are two psychological processes that work throughout the post purchase stage: The primary stage is, cognitive dissonance created by Festinger. The second stage, there are five component which cooperate to decide customer satisfaction. (1) Customer desires (2) Actual performance (3) The comparison between desires and performances (4) confirmation or disconfirmation of desires and (5) The direction and size of the discrepancy score. Within the system of the buyer behavior process, the post purchase behavior forms a critical part, as it establishes framework for the recurrent purchases and improvement of loyalties.

2. STATEMENT OF THE PROBLEM
Many people are purchasing residential property during these days. Customer preference, behavior and their satisfaction have a huge importance in the market. Today, customers are having good knowledge of investments in residential property. Thus this study customers' satisfaction and buying behavior during the purchasing of residential property will provide a huge potential to the market.

3. SCOPE OF THE STUDY
This study will provide benefit to the existing builders of Gurugram, as well as also to those builders who want to invest in residential real estate market of Gurugram. This study facilitates these builders to know level of competition and Gurugram residential real estate market condition. Further it supports in creating awareness to customers in concerns to property documents and in promotion of their service. In context to attain the objectives of the study a survey has been conducted amongst customers of the residential real estate market of Gurugram. The survey is based on questionnaire filling method and limited to Gurugram city.

4. REVIEW OF LITERATURE
Murugappan, et al., (2013) "Study on Buyer's Buying Behavior of Housing Property" The objective of the examination is to evaluate the Buyer's Buying Behavior of Real estate. Out of 110 respondents is taken for the investigation, 70 respondents are new buyers who are searching for new property and 40 respondents are existing customers of builders. Two different type of questionnaire were created to know the buying behavior of existing and new customers. The data related to the existing customers were collected from the builders and research is conducted and details are obtained. The database of new customers was collected from the visitors of builders stall in the trade show held in Coimbatore. As per the result of the study, research found that safety and location was the major factors which influence buyer's behavior.

Sali (2013) investigated in his study on "Buyer behavior in purchasing residential flats in Chennai city" his study emphasis on fast changing rural housing landscape, Rising income level, increasing demand for housing units, changing life styles. The residential real estate industry in India has significantly grown over the past few years due to the entry of top builders such as DLF, Omaxe, Parsavnath, Vatika, Supertech and further government support and easy finance option also.

Nagy and Obenberger (1994) indicate that the suggestions of friends and family members impact on the buying decisions of customers. Gill and Biger (2007) indicate that investment propensity of investors is positively affected by their own perceived consultation with an advisor. In the same way, friends, brokers, family members can act as investment consultants in the realty market.

5. OBJECTIVES
1.   To study the factors influencing the customer to purchase in residential property.
2.   To study the customers' satisfaction towards residential property

6. RESEARCH METHODOLOGY
I. RESEARCH DESIGN
The researcher aims to "A Study on Customers' Post Purchase of Buyer Behaviour towards Residential real estate with Special Reference to Gurugram city". Convenient random sampling technique is adopted to gather the data.
II. AREA OF THE STUDY
The study is undertaken in Gurugram city

III. SAMPLE SIZE

The sample size for the study is 85 respondents.

IV. DATA SOURCE

A primary data was collected through using the self-administered questionnaire from the customer. The significant secondary data was collected through various sources such as journals, report, magazines, newspaper, internet, articles and from websites of Noida authority.

V. STATISTICAL TOOLS USED FOR THE STUDY

- simple percentage analysis
- chi-square test

VI. HYPOTHESIS

A suitable null hypothesis has been framed and tested in the relevant places.

7. LIMITATIONS OF THE STUDY

1. The respondents are restricted to Gurugram city
2. Due to time constrains the sample size was confined to 85 respondents
3. The findings might not be taken as universal implemented because survey of this study was done Gurugram city.

8. ANALYSIS AND INTERPRETATION

TABLE 1: SIMPLE PERCENTAGE ANALYSIS

Personal Factor		No. of Respondent	Percentage
Gender	Male	60	71
	Female	25	29
Age	Below 25 years	5	6
	25-35 years	72	85
	35-45 years	8	9
	Above 45 years	-	-
Occupation	Professionals	19	22
	Business	21	25
	Employee	40	47
	others	5	6
Education	School level	2	2
	Graduate	30	35
	Post graduate	53	63
	Illiterate	-	-
Marital Status	Married	51	60
	Unmarried	34	40
Monthly Income	Below 20,000	-	-
	20,001-40,000	10	12
	40,001-60,000	20	23
	Above 60,000	55	65

As per the above table-1 out of 71% of the respondents are male, 85% of the respondents are belong to the age group of 25 – 35 years, 47% of the respondents are employee, 60% of the respondents are married, and 65% of the respondents are earning above 60,000 monthly.

TABLE 2: SATISFACTION OF HOUSE AFTER PURCHASING

Satisfaction factor		No. of respondents	Percentage
Product	Excellent	30	35
	Good	38	45
	Satisfactory	13	15
	Poor	4	5
	Total	85	100
Price	Excellent	17	20
	Good	51	60
	Satisfactory	4	5
	Poor	13	15
	Total	85	100
Promotion	Excellent	11	13
	Good	57	67
	Satisfactory	10	12
	Poor	7	8
	Total	85	100
Place	Excellent	3	4
	Good	57	67
	Satisfactory	13	15
	Poor	12	14
	Total	85	100

According to above table- 2 reveals that the 45% of the respondents are good with the product of residential property, 60% of the respondents are good with the price of the residential property, 67% of the respondents are good in promotion of residential property, 67% of the respondents are also good with the place where buying the residential property. Majority of the respondents are saying that they were satisfied with good.

CHI – SQUARE TEST

- **H1**: There is no significant relationship between type of house and service size of family.
- **H2**: There is no significant relationship between the customers' satisfaction of residential property and product, price, promotion, place.

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TABLE 3: TYPE OF HOUSE PREFERRED BY CUSTOMERS

Factor	Type of house			
	Value	Df	Sig	Result
Flats	.572	1	.388	NS
Individual villas	3.995	1	.025	NS
Apartment	.046	1	.496	NS

The table - 3 shows that, the calculated value of flats (.572), individual villas (3.995), apartment (.046) are below than the table value at 5 percent level of significance. Hence, apartment, flats and individual villas have not had a significant relationship with the size of family, So the null hypothesis is accepted.

TABLE 4: CUSTOMERS' SATISFACTION OF RESIDENTIAL PROPERTY

Guest service	Customers' satisfaction of residential property			
	Value	Df	sig	Result
Product	.022	1	.857	NS
Price	1.455	2	.167	NS
Promotion	3.2	1	.035	NS
Place	2.001	1	.059	NS

The table - 4 shows that, the calculated value of product (.022), price (1.455), promotion (3.2), place (2.001), the calculated values are less than the table value at 5 percent level of significance. Hence, the place, promotion, price and product have not had a significant relationship with the customer satisfaction of residential property hence, the null hypothesis is accepted.

9. FINDINGS

The following are the important findings of the study:

- Majority (71 percent) of the respondents are male
- Most (85 percent) of the respondents are of the age group of 25 – 35 years
- Majority (60 percent) of the respondents are married
- Majority (63 percent) of the respondents are employee.
- Most (65 percent) of the respondents are earning above 40,000 monthly
- Majority (around 51 percent) of the respondents are preferred individual villas.
- Most (around 29 percent) of the respondents are conferring a decision more than months
- Majority (approx. 51 percent) of the respondents are satisfied with the price.
- Most (79 percent) of the respondents are felt about their purchasing experience (post purchase) is very good.

Chi-Square

- There is no significant relationship between the type of house and size of family.
- There is no significant relationship between the customers' satisfaction of residential property and product, price, promotion, place.

10. SUGGESTIONS

Builders should not always concentrate to attract the new customers or prospective customers, but should also take feedbacks from their existing customers, so that they can remove their problems and learn from their experience.

Customers should check technical and other legal documents of builders before buying the residential property, even they should also take feedback from those people who are living in their existing township or project.

11. CONCLUSION

Today, this time people who go for purchasing a house have become very acquainted in context of what they should consider for and the information they should pursue, and largely focused about the selection of the right type of property for them. Yet mostly of the people are still unknowing of the documents which they should look for before going to purchasing a property. Here I have collected the perception and evaluated the desires of the general public as a whole. The conclusion thus is that people required to be more acquainted of all the documents, the total legalities, and collect as much as information from the property consultants, promoters, builders, owner and investors, and then only they can do their investment with a free mind. Therefore because of the above reasons there is a required to create awareness among the customers as well as builders to provide the customers the full information and the role of residential real estate to educate people is appreciated in this regard.

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